

Advertising Rate Card



In addition to producing one of the largest film festivals in North America, the Vancouver International Film Festival Society presents a stellar Film+ line-up all year. Featuring the best cinema from around the world, talks, events and workshops in the beautiful state-of-the-art Vancouver International Film Centre—a true film-lovers hub located in Vancouver’s vibrant Yaletown Neighbourhood.

We offer prominent, uncluttered advertising opportunities to engage your brand with our large, loyal and diverse audience. In 2018, VIFF’s Year Round programming saw over 84,510 admissions outside of the Festival dates.

Advertising Opportunities

E-Newsletter

Produced weekly, this longstanding and eagerly awaited resource promotes upcoming VIFF Year Round films and events. Limited to one ad spaces available per newsletter.

Reach: 58,831

Size: 580 pixels w x 135 pixels h | 72 dpi | jpg

Cost: 1 x \$425 • 2 x \$325 per • 4 x \$250 per insertion

<p>The Umbrellas of Cherbourg (Les parapluies de Cherbourg) JACQUES DEMY, FRANCE, 1964, 91 MIN. M/A/D SUN JAN 29 - 5:40PM • TUE JAN 31 - 8:15PM BUY TICKETS TRAILER</p> <p>PG</p> <p>Along with <i>New York, New York</i>, Jacques Demy’s first fully-fledged musical is probably the most clear and direct influence on <i>La La Land</i>. Both are bittersweet love stories, with pastel colour schemes and a tender appreciation for the romance of youthful dreams. A shop girl pledges herself to a mechanic, but marries another after he goes off to the Algerian war, leaving her pregnant. The script is entirely sung – you could even call it a soap opera. And like the best opera, it’s absolutely overwhelming. more</p> <p>In French with French subtitles</p>	<p>New York, New York MARTIN SCORSESE, USA, 1977, 164 MIN. PANORAMA SUN JAN 29 - 7:30PM • TUE JAN 31 - 3:20PM BUY TICKETS TRAILER</p> <p>Another clear influence on <i>La La Land</i>: Scorsese’s earlier tribute to the bygone age of the Hollywood musical, which is also a melancholy love story between a driven, perfectionist jazz musician (Robert De Niro) and a performer on the cusp of stardom (Liza Minnelli). <i>New York New York</i> is a love letter to the romance of the movie musical, but also informed with modern neuroses and angst. Scorsese believed it would be a big hit, but in that he was sadly mistaken. Full-length version. more</p>
<p>Your Ad Here 580 x 135 pixels</p>	
<p>Classics</p>	<p>VIFF Year Round</p>

Vancity Theatre Screen

Your ad will be included in our pre-screening slide show that is seen by approximately 4,500 guests a month. The pre-screen slideshow loops through 4-6 times with content of upcoming VIFF Year-round films and events. Limited number of ad space available.

Reach: 6,500 / month

Specs: *1920 pixels w x 1080 pixels h | 300dpi | jpg

Artwork should have a 100px safe space around the border.

Avoid any text/logo within that safe space.

Slide Costs: \$575 per month • \$450 per month for 2-4 months
• 4+ months \$375

Video Costs: Contact Trevor Battye for details
trevor@cleversmedia.com



